CONTRACT

WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

And:

MUNDY KATOWITZ MEDIA
1322 G STREET SE
WASHINGTON, DC 20003

Contract / Revision	Alt Order #
343251 /	WOC10036066

Product		
Issue		
Contract Dates	Estimate #	
10/23/12 - 10/29/12	**1789**	
Advertiser		Original Date / Revision
PRIORITIES USA ACTION		10/22/12 / 10/23/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WRC	Kaitie Conway	Washington DC
Special Handling		
Demographic		
RA35+		
IDB#	Advertiser Code	Product Code
	321	340
Agency Ref	Advertiser Ref	
03092	25166	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WRC	10/23/12	10/29/12	5-6A NEWS4 @5AM	5A-6A		1:00			NM	3	$10,800.00
All spots on this order immediately preemptible class of time												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/23/12	10/29/12	1-11---	3	$3,600.00						
N 2	WRC	10/23/12	10/26/12	6-7A NEWS4 @ 6AM	6A-7A		1:00			NM	2	$16,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	--1-1--	2	$8,400.00						
N 3	WRC	10/23/12	10/25/12	7-9A TODAY SHOW	7A-9A		1:00			NM	2	$16,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	-1-1---	2	$8,400.00						
N 4	WRC	10/23/12	10/29/12	9-10A TODAY SHOW 2	9A-10A		1:00			NM	1	$4,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/23/12	10/29/12	11--1--	3	$4,800.00						
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	*WRC*	*10/23/12-10/29/12*	*9-10A TODAY SHOW 2*	*9A-10A*	MTu---F----	*1:00*		*~~$4,800.00~~*	*NM*		
	See MG 24.2,24.3,24.4,24.5,24.6,24.7,24.8											
	NA-NOT AVAILABLE											
	2	*WRC*	*10/23/12-10/29/12*	*9-10A TODAY SHOW 2*	*9A-10A*	MTu---F----	*1:00*		*~~$4,800.00~~*	*NM*		
	See MG 24.2,24.3,24.4,24.5,24.6,24.7,24.8											
	NA-NOT AVAILABLE											
N 5	WRC	10/23/12	10/29/12	10-11A TODAY SHOW 3	10A-11A		1:00			NM	3	$10,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/23/12	10/29/12	11-1---	3	$3,600.00						
N 6	WRC	10/23/12	10/29/12	11A-12P MIDDAY NEWS	11A-12P		1:00			NM	3	$7,200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/23/12	10/29/12	11-1---	3	$2,400.00						
N 7	WRC	10/23/12	10/25/12	Ellen	3P-4P		1:00			NM	2	$6,000.00

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FOR NBC & TELEMUNDO STATION CONTRACTS:
This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.
FOR NBCE CONTRACTS:
This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

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10/23/12 - 10/29/12	Issue	**1789**

Advertiser	Original Date / Revision
PRIORITIES USA ACTION	10/22/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		10/22/12	10/28/12	-1-1---	2				$3,000.00			
N 8	WRC	10/23/12	10/26/12	4-5P NEWS4 @ 4PM	4P-5P		1:00			NM	3	$9,000.00
Week:		10/22/12	10/28/12	-1-11--	3				$3,000.00			
N 9	WRC	10/23/12	10/29/12	5-6P NEWS 4 @ 5PM	5P-6P		1:00			NM	3	$15,000.00
Week:		10/23/12	10/29/12	1-1-1--	3				$5,000.00			
N 10	WRC	10/23/12	10/26/12	6-7P NEWS4 @ 6PM	6P-7P		1:00			NM	3	$19,200.00
Week:		10/22/12	10/28/12	-1-11--	3				$6,400.00			
N 11	WRC	10/23/12	10/26/12	1135-1237A TONIGHT SHOV	1135P-1237A		1:00			NM	1	$4,400.00
Week:		10/22/12	10/28/12	--1-1--	2				$4,400.00			
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WRC*	*10/22/12-10/28/12*		*1135-1237A TONIGHT SHOV*	*1135P-1237A*	*---W--F----*	*1:00*		*~~$4,400.00~~*	*NM*		
See MG 24.2,24.3,24.4,24.5,24.6,24.7,24.8												
NA-NOT AVAILABLE												
N 12	WRC	10/23/12	10/26/12	1237-137a Fallon	1237-137a		1:00			NM	2	$3,600.00
Week:		10/22/12	10/28/12	-1--1--	2				$1,800.00			
N 13	WRC	10/23/12	10/27/12	Hispanic Today	5-530a		1:00			NM	1	$600.00
Week:		10/22/12	10/28/12	-----1-	1				$600.00			
N 14	WRC	10/23/12	10/27/12	Redskins Chronicle Sa 530	530-6a		1:00			NM	1	$1,200.00
Week:		10/22/12	10/28/12	-----1-	1				$1,200.00			
N 15	WRC	10/23/12	10/27/12	News 4 Sat 6am 6-7a	6A-7A		1:00			NM	1	$3,600.00
Week:		10/22/12	10/28/12	-----1-	1				$3,600.00			
N 16	WRC	10/23/12	10/27/12	Saturday Today 7-9a	7A-9A		1:00			NM	1	$6,000.00
Week:		10/22/12	10/28/12	-----1-	1				$6,000.00			
N 17	WRC	10/23/12	10/27/12	News 4 Sat 9-1030a	9-1030a		1:00			NM	1	$5,400.00
Week:		10/22/12	10/28/12	-----1-	1				$5,400.00			
N 18	WRC	10/23/12	10/27/12	6-630P NEWS4 @ 6P SA W	6-630P		1:00			NM	1	$4,000.00
Week:		10/22/12	10/28/12	-----1-	1				$4,000.00			
N 19	WRC	10/23/12	10/27/12	1-130a LXTV First Look	1-130a		1:00			NM	1	$800.00
Week:		10/22/12	10/28/12	-----1-	1				$800.00			
N 20	WRC	10/23/12	10/27/12	Redskins Late Night	135-205a		1:00			NM	1	$1,000.00

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FOR NBCE CONTRACTS:
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10/23/12 - 10/29/12	Issue	**1789**

Advertiser	Original Date / Revision
PRIORITIES USA ACTION	10/22/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays -----1-	Spots/Week 1	Rate $1,000.00						
N 21	WRC	10/23/12	10/28/12	News 4 This Week	530-6a		1:00			NM	1	$1,200.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays ------1	Spots/Week 1	Rate $1,200.00						
N 22	WRC	10/23/12	10/28/12	News Sun 6-7a	6-7a		1:00			NM	1	$3,800.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays ------1	Spots/Week 1	Rate $3,800.00						
N 23	WRC	10/23/12	10/28/12	News Sun 7-8a	7-8a		1:00			NM	1	$3,800.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays ------1	Spots/Week 1	Rate $3,800.00						
N 24	WRC	10/23/12	10/28/12	Sunday Today 8-9a	8-9A		1:00			NM	7	$39,000.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays ------1	Spots/Week 1	Rate $10,000.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	WRC	10/22/12-10/28/12		*Sunday Today 8-9a*	*8-9A*	---------Su	*1:00*		*~~$10,000.00~~*	*NM*		
		See MG 24.2,24.3,24.4,24.5,24.6,24.7,24.8										
		NA-NOT AVAILABLE										
2	WRC	10/24/12-10/26/12		7-9A TODAY SHOW	7A-9A	---WThF----	1:00		$8,400.00	NM		
Ⓜ	MG for 11.1,4.1,4.2,27.1,24.1											
3	WRC	10/24/12-10/26/12		7-9A TODAY SHOW	7A-9A	---WThF----	1:00		$8,400.00	NM		
Ⓜ	MG for 11.1,4.1,4.2,27.1,24.1											
4	WRC	10/24/12-10/26/12		7-9A TODAY SHOW	7A-9A	---WThF----	1:00		$8,400.00	NM		
Ⓜ	MG for 11.1,4.1,4.2,27.1,24.1											
5	WRC	10/24/12-10/29/12		4-5P NEWS4 @ 4PM	4P-5P	M--WThF----	1:00		$3,000.00	NM		
Ⓜ	MG for 11.1,4.1,4.2,27.1,24.1											
6	WRC	10/24/12-10/29/12		5-6P NEWS 4 @ 5PM	5P-6P	M--WThF----	1:00		$5,000.00	NM		
Ⓜ	MG for 11.1,4.1,4.2,27.1,24.1											
7	WRC	10/24/12-10/29/12		5-6P NEWS 4 @ 5PM	5P-6P	M--WThF----	1:00		$5,000.00	NM		
Ⓜ	MG for 11.1,4.1,4.2,27.1,24.1											
8	WRC	10/24/12-10/29/12		News 4 @ 4:30a	430-5a	M--WTh---Su	1:00		$800.00	NM		
Ⓜ	MG for 11.1,4.1,4.2,27.1,24.1											
N 25	WRC	10/23/12	10/28/12	News 4 Sun 9-10a	9-10A		1:00			NM	1	$5,000.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays ------1	Spots/Week 1	Rate $5,000.00						
N 26	WRC	10/23/12	10/28/12	6-630P NEWS4 @ 6P SU WI	6-630P		1:00			NM	1	$4,000.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays ------1	Spots/Week 1	Rate $4,000.00						
N 27	WRC	10/23/12	10/28/12	630-7P NBC SU NIGHTLYNE	630-7P		1:00			NM	0	$0.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays ------1	Spots/Week 1	Rate $15,000.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	WRC	10/22/12-10/28/12		*630-7P NBC SU NIGHTLYNE*	*630-7P*	---------Su	*1:00*		*~~$15,000.00~~*	*NM*		
		See MG 24.2,24.3,24.4,24.5,24.6,24.7,24.8										
		NA-NOT AVAILABLE										

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10/23/12 - 10/29/12	Issue	**1789**

Advertiser	Original Date / Revision
PRIORITIES USA ACTION	10/22/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 28	WRC	10/23/12	10/28/12	Access H	1235-135a		1:00			NM	1	$1,200.00
Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays - - - - - - 1	Spots/Week 1	Rate $1,200.00							
N 29	WRC	10/23/12	10/29/12	News 4 @ 4:30a	430-5a		1:00			NM	5	$4,500.00
Week:	Start Date 10/23/12	End Date 10/29/12	Weekdays 1111- - 1	Spots/Week 5	Rate $900.00							
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type				
4	*WRC*	*10/23/12-10/29/12*	*News 4 @ 4:30a*	*430-5a*	MTuWTh- - - Su	*1:00*	*~~$900.00~~*	*NM*				
	See MG 29.6											
	DNA-SEVERE WX COVERAGE											
6	WRC	10/23/12-10/29/12	Sign-On/Sign-Off	5A-6A	MTuWThFSaSu	1:00	$900.00	NM				
Ⓜ	MG for 29.4 10/28											
								Totals			54	$209,500.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	46	$185,300.00	$157,505.00
10/29/12 -10/29/12	8	$24,200.00	$20,570.00
Totals	54	$209,500.00	$178,075.00

Signature: _____ **Date:** _____

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